



**SUPPLIER BUSINESS '99**

Rolling through '99 news of industry consolidation and reorganization managed to make multiple headlines. Indeed, changes were abundant in the past year, as many companies made moves to improve market share, enter new markets and introduce new technologies.

AgriBioTech retooled its upper management in June and sowed the first seeds of consolidation in the formation of its new wholesale division, Independent Seeds. Scotts Co. announced a switch from direct selling to distribution and is working to improve its position in the seed market.

Seed Research of Oregon teamed up with Advanta Seeds to form a new research and marketing agreement in order to make up for its lack of cool-season turfgrass varieties.

On the new technology front, ideas and products were introduced this year that not only make more sense for superintendents, but also for the environment. Take, for example, the Dry Sprayer produced by Turf Solutions of Jacksonville, Fla., that reduces the time and labor of overseeding. Or consider the alternative energy breakthrough by Metallic Power's Zinc/Air battery that runs longer, is cheaper and more efficient than a conventional lead/acid battery.

This year's lesson: Don't be afraid to make the move to improve.

## New technologies, techniques paving the way...

### Dry Sprayer takes overseeding to the next level

By ANDREW OVERBECK

JACKSONVILLE, Fla. — Turf Solutions has developed the Dry Sprayer, a machine using new overseeding technology that dramatically increases the speed, accuracy and germination time over standard overseeding techniques. Adapting air-blast technology commonly found in agricultural equipment, the Dry Sprayer blows seed directly into the turf canopy.

"We have modified this ag-based small crop machine into one suitable for turfgrass applications," said John Wicker, vice president of Turf Solutions, the service arm of local distributor Southeastern Turfgrass Supply. "We built our first machine three years ago and we do the final assembly, modifications and shipping out of Jacksonville."

The Dry Sprayer features a 1,000-pound ground-driven hopper-unit that distributes seed via a clutch-driven paddle to

tubes that run down to the 16-foot boom. The seed, which is blown at a speed of 65 mph, then hits diffusers that run along the length of the boom, orienting the seed downward and blowing it into the turf canopy.

"The ground-driven distribution system ensures even application of seed and forces it through the thatch layer providing better seed-soil contact," said Wicker. "This leads to better germination, uniform coverage and a reduced outlay of seed by 10 to 15 percent."

The Dry Sprayer is ideally suited for fairway applications and can cover 120 acres in one day. "We typically make two passes with split applications and with three or more machines we can easily do a course in one day," said Wicker. "One machine on a course could easily handle 25 to 30 acres a day, a significant time savings over traditional overseeding

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The Dry Sprayer improves seed-soil contact by using air-blast technology to blow seed into the turf canopy.

### Metallic Power gets boost for zinc/air power

By MICHAEL LEVANS

SAN DIEGO — Metallic Power Ltd. has been awarded a \$350,000 contract from the California Energy Commission's South Coast Air Quality Management District to demonstrate a prototype zinc/



Zinc pellets charge the zinc/air fuel cell.

air fuel cell-powered riding electric greensmower by January 2000.

The company will collaborate with the Toro Co. on the project.

"With this contract we're now on a rapid trajectory to develop the zinc/air fuel cell technology," said Jeff Colborn, Metallic Power's chief executive officer. Founded in 1995, the company has won more than \$1.5 million in government research and development contracts.

The zinc/air fuel cell combines zinc pellets, approximately 1 mm in diameter, with oxygen. The reaction takes place in the presence of potassium hydroxide, the liquid electrolyte found in alkaline disposable batteries.

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## ABT consolidation, integration continues

ABT reshuffles management, moves towards consolidation

By ANDREW OVERBECK

HENDERSON, Nev. — AgriBioTech Inc. (ABT) marked the completion of the acquisitions phase of its three-pronged business plan by completely reshuffling its upper management.

Citing a need to shift gears into integrating and consolidating the 34 companies that ABT acquired since 1995, the company's board of directors decided in late February to replace Dr. Johnny Thomas, chairman and chief executive officer. Kent Schulze, president and chief operating officer resigned in late March.

The board felt that former Lofts Seed president Richard Budd and others would be better suited to operate the company as it moved into consolidation.

Budd, who joined the board of directors when Lofts was taken over by ABT in January 1998, is now chairman and chief executive officer and is joined by a new

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ABT launches new wholesale business unit

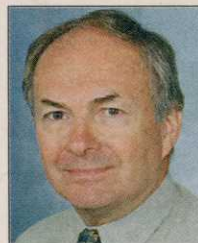
By ANDREW OVERBECK

SALEM, Ore. — AgriBioTech's integration efforts continue to take shape with the formation of Independent Seeds as the company's new turf, forage and international wholesale business unit.

Allied Seed Company, Burlingham Seeds, Clark Seeds, Olsen-Fennell Seeds, Oseco, Inc., Peterson Seed, Seed Resource, Van Dyke Seed, W-D Growers Idaho, Wilber's Seed, Willamette Seed Company, W-L Research and Zajac Performance Seeds have been combined to form Independent Seeds.

"This business unit will have a separate and distinct product line that will be marketed through existing wholesale distri-

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John Zajac

## Seed Research and Advanta sign marketing and research agreement

By ANDREW OVERBECK

CORVALLIS, Ore. — In an effort to improve and enhance its current cool-season turfgrass offerings, Seed Research of Oregon (SRO) has acquired the North American turfgrass marketing program of Netherlands-based Advanta Seeds Inc. In addition, SRO has assumed responsibility for Advanta's turf and forage seed production. Terms of the agreement were not disclosed.

The two companies have also agreed to participate in a cooperative research program to develop new and improved turfgrass varieties through conventional breeding and biotechnology.

"We are entering into cooperative breeding projects, primarily in perennial ryegrass, tall fescue and Kentucky bluegrass, and we will also be getting

into genetic engineering," said Mike Robinson, president of SRO.

The research agreement between SRO and Advanta will manifest itself in new products down the line, according to Robinson.

"There are 160 varieties of perennial ryegrass and they are relatively similar," said Robinson. "We would like to come up with something that is unique and there is a lot of work going on in Europe at the moment."

The agreement gives SRO an instant fix to what it saw as an inadequate cool-season grass program. "With all the species that we work with and the expansion of our warm-season grass program it is hard to keep the intensity up," said Robinson. "We were toying with two new breeders before we talked with

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Mike Robinson

## Scotts seed

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which will ship the seed throughout the country and handle the billing and accounting.

According to Horman, the new operation will be smoother, eliminating many of the headaches that plagued his territory managers and distribution system in the past.

"What we did in the past was store seed at seven different locations around the country," said Horman. "But we would put things in the wrong warehouse and have delivery or back order problems. This agreement helps us get away from that. There will now be a distributor in the area that has the seed that the customers need."

Landmark's expertise in handling complex distribution systems will allow Scotts to improve delivery timeliness, offer more services to its customers and better serve regional demands.

"With regional distributors, we will have a better idea of what the customer wants. If there is a greater demand for a product in Michigan, we can do that now. We can gear up and meet demands in a specific state or region very well," said Horman.

The company's 30 territory managers will continue to promote Scotts seed, but they will be promoting the regional distributor and the services they offer. "It allows them to push seed, but not have to deal with getting the product there," said Horman. ▶

## Zinc/Air battery

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"In a lead/acid battery you're using the lead/hydrogen reaction. In this you're using the zinc/oxygen reaction which generates electrons," said Dana Lang, director of advanced turf care at Toro. "This device consumes zinc and creates zinc oxide and in the process gets electrical energy out of it."

When the zinc/air fuel cell is exhausted, zinc pellets are pumped into the cell along

with a liquid electrolyte from a "vending-machine-sized" recycling/refueling unit. At the time of refueling, the zinc oxide byproduct produced by the reaction is pumped into the unit and is turned back into zinc pellet form.

According to Colborn, this refueling takes approximately five minutes, while the recycling inside the "vending machine" is continuous.

"Aside from the recycling advantage, there's up to seven times the energy per pound in zinc/



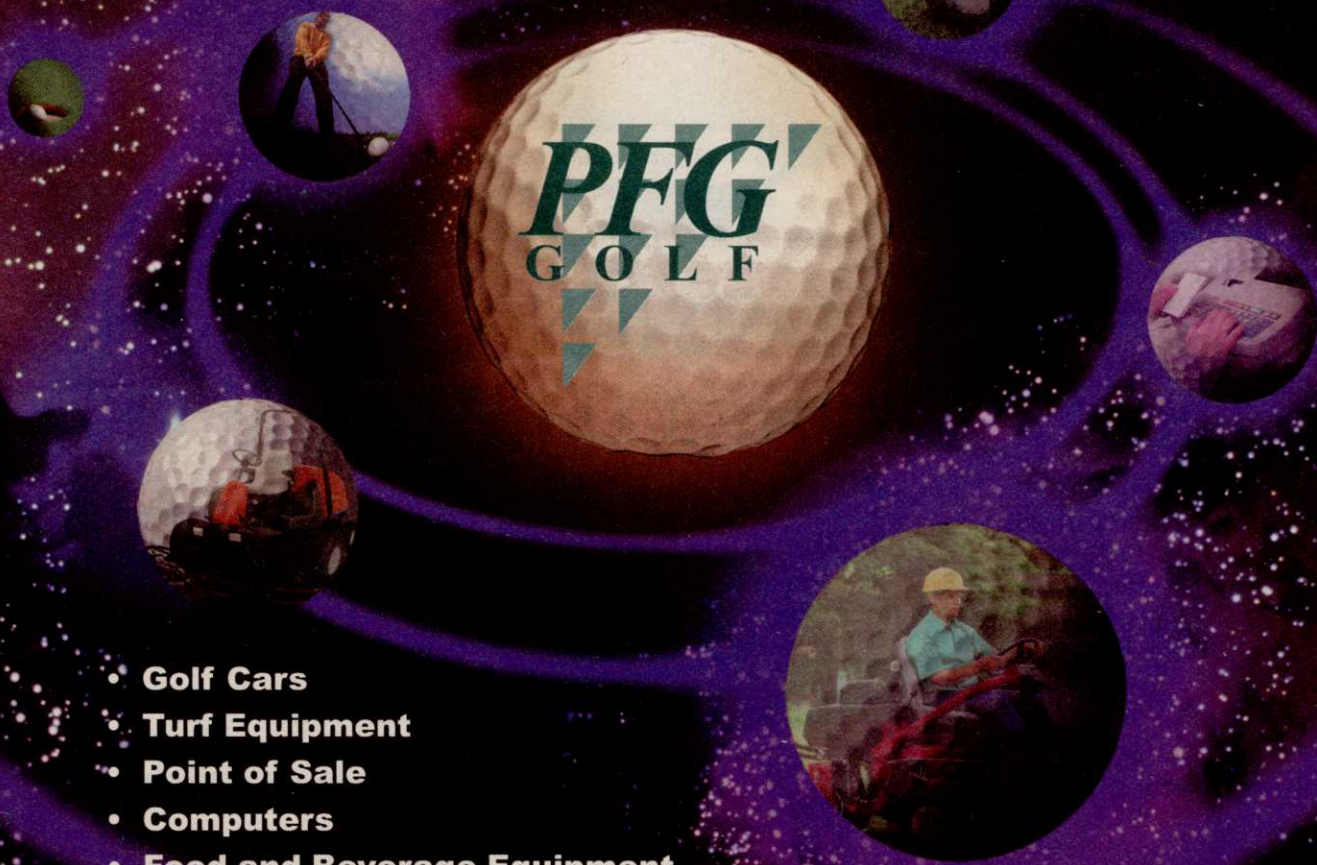
air versus lead/acid," said Colborn. "We're not promising that at the beginning, but we are promising nearly double the range of the lead/acid system as development continues."

Metallic Power is taking product development one step at a time.

"It's not going to happen tomorrow," said Colborn. "We're producing Alpha prototypes this year. Next year we're planning a field demonstration with 50 units. The following year we go into production." ▶

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## SRO deal

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Advanta."

While SRO will benefit from Advanta's strong technological knowledge and research and development capabilities, Advanta will gain a powerful marketing arm.

Advanta found it tough going as a new entry in the North American market. "They decided that in order to be a player in this market they had to go through another company," said Robinson. "SRO offers them a large distributor base, a distinct market presence and it, in turn, will be easier to move both the existing and the new products that come out of our agreement into the marketplace."

SRO has taken over all of Advanta's varieties and customer base and has hired Advanta salesman Scott Harer to handle Advanta's Royal product line and the new products that emerge from the joint research efforts. ▶

## ABT changes

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team-based management group of four co-presidents who share senior responsibilities and consult on strategic planning and decision making.

Budd's task is to make ABT,

which many industry experts think grew too much too fast, financially solvent again.

"We are working to create a profitable and productive future for our customers and the company and put the growth and consolidation challenges behind us," said Budd. ↑

## Ind. Seeds

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bution channels," said John Zajac, director of Independent Seeds. "We will fully represent all the warm-and cool-season turf varieties in one location and through one sales representative."

By combining these 13 companies, Independent Seeds now offers a broad line of high-performance turfgrass varieties. "If

you take the companies that used to exist and replace them with the Independent Seeds name, we are very well represented in the top grouping of many of the current turfgrass trials," said Zajac.

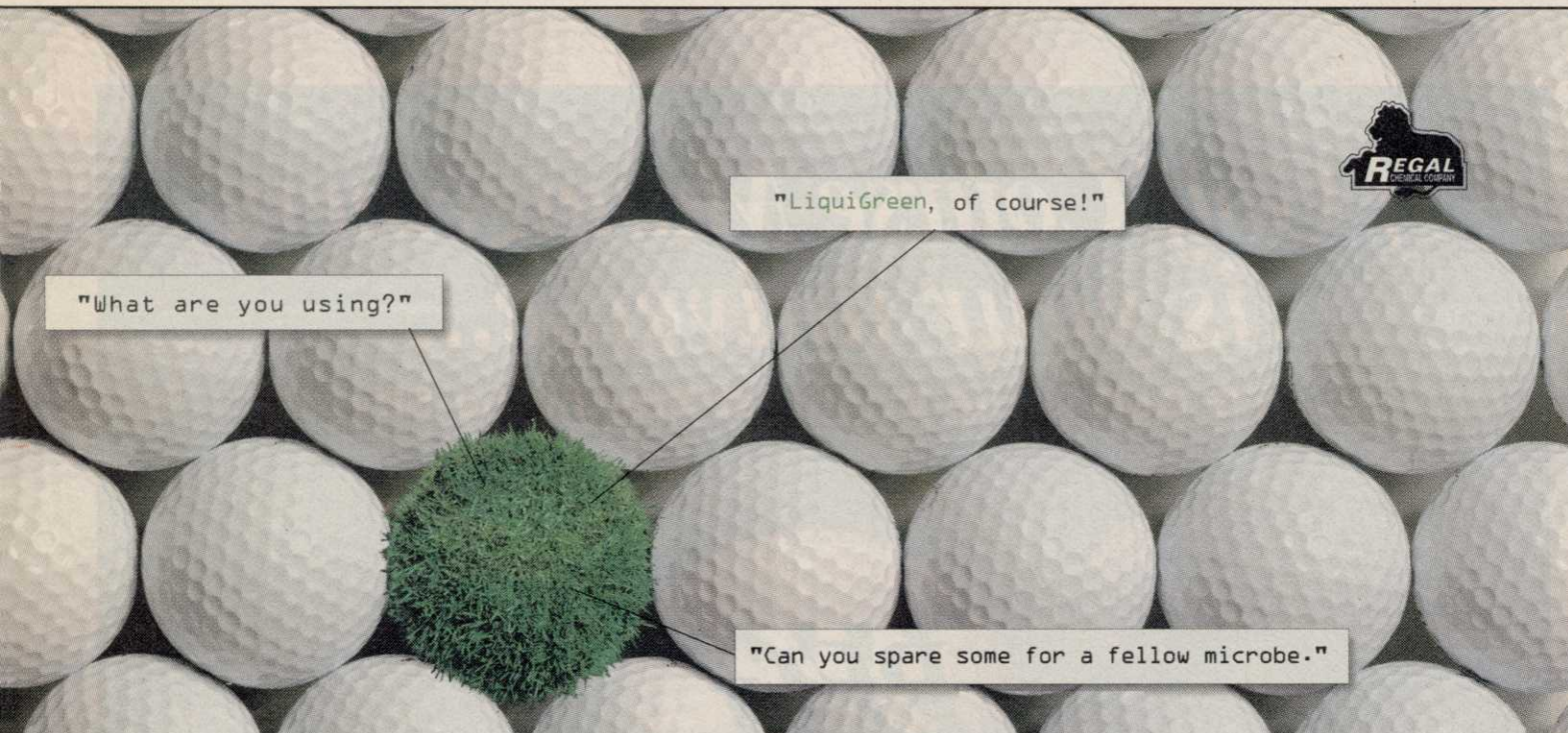
The new company will also benefit from increased marketing and ordering efficiencies.

"We have invested in more sophisticated warehouse tracking, which will make it easier to

work with distributors; and we are working to simplify and trim down operations integrating our Oregon people into one location," said Zajac. "As we integrate we will take these new efficiencies and reinvest into research and development and new products."

Improving research and development efforts is at the top of Independent Seeds' list. "We want to continue to play a leadership role in both warm-and cool season grasses as far as the end user is concerned," said Zajac. "We will concentrate on developing turfgrasses that look better under less maintenance and environmental inputs and stand up better to the traffic and stresses that turf demands."

A larger research program will allow Independent Seeds to delve into more diverse projects. "We will spend more time looking at the less-important and more-obscure grasses that could be developed to serve niche markets that are now not being invested in," said Zajac. ↑



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## Dry Sprayer

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methods."

"It is a huge time, labor and seed saver," said John Davis, superintendent at The Ford Plantation in Richmond Hill, Ga. "I did it for the first time last year at the Secessions Club (in Beaufort, S.C.). With other methods, we would go out and overseed in four different directions to make sure that we didn't miss any spots because the wind was so bad."

The Dry Sprayer also eliminates the need for crews to "beat" the seed into the turf. "We just mowed right behind it and we were done," said Davis.

Turf Solutions has built several Dry Sprayers and uses five of them in its service fleet, which has 60 accounts throughout Florida, Georgia and South Carolina.

Thanks to word of mouth, interest in the Dry Sprayer has extended beyond the Southeast. "We have gotten calls from people in California and Arizona," said Wicker.

With demand on the rise, Wicker expects to ramp up assembly next year with production slated to be around 40 to 50 units. The Dry Sprayer retails for between \$15,000 and \$18,000.

While Wicker admits that this new technology could catch the eye of larger equipment manufacturers, he plans to keep it.

"We are not actively seeking out larger companies with this," said Wicker. "Our name is trademarked and we have patents out on the design characteristics. Our guess is that they'll come to us." ↑